

22 September 1954

MEMORANDUM FOR: General Counsel
Director of Security
Auditor-in-Chief
Comptroller
Chief, Logistics Office
Chief, Medical Staff
Chief, Project Administrative Planning Staff
Chief, Management Staff

SUBJECT: Advance Gifts Committee, 1955 Community Chest Campaign

REFERENCE: Memorandum from Deputy Director (Administration) dated
16 September 1954, Subject: 1955 Community Chest Campaign

1. Totally apart from the general solicitation of Agency personnel for the 1955 Community Chest Campaign, covered in the referenced memorandum above, the Assistant Director for Personnel has requested the head of each major Agency complex to appoint an Advanced Gifts Committee representative for his area to serve on the Agency-wide committee of the same name. I have been chosen to fill this assignment for the Deputy Director (Administration) area.

2. It is the intention of the Advanced Gifts Committee to make a special appeal to all Agency employees in the grades GS-13 and above, in the expectation that this special appeal will insure better results for the campaign. This is a technique rather widely used today in professional fund raising.

3. Specifically, this means that within the Deputy Director (Administration) area, we will be obliged to have two solicitations; the first being directed toward the GS-13 and above category, which terminates next week, and the second being beamed at employees GS-12 and below, which begins 27 September and continues into October. Funds and pledges obtained from the latter group are to be sent direct from your component to Mr. [REDACTED] Employee Services Division, Office of Personnel, by the representative or representatives whom you appointed for this purpose, following your receipt of the referenced memorandum above.

4. It is now requested that you appoint an individual or individuals in your component to handle the Advanced Gifts solicitation to be made from the GS-13 and above category. The Assistant Director

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for Personnel has suggested that this be someone well within this grade range so that the appeal comes from someone of fairly equal responsibility. Since there are less than [redacted] people in the Deputy Director (Administration) area falling within this grade range, split between eight offices and staffs, the job should not be too time consuming or difficult.

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5. Based upon the recommendations of the Employee Services Division, it would appear logical if the following number of key solicitors were appointed for this special task:

General Counsel	- 1
Security Office	- 2
Auditor-in-Chief	- 1
Comptroller	- 2
Logistics Office	- 2
Medical Staff	- 1
Project Administrative	
Planning Staff	- 1
Management Staff	- 1

In the case of small components, it would appear most feasible to have the entire campaign handled through your previously appointed key man. The only main difference is that with the GS-12 and below group, he should submit contributions direct to [redacted] in the Employee Services Division; however, any contributions under the Advanced Gifts solicitation should be sent to the undersigned, who will see that they are forwarded to Employee Services Division next week.

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6. Solicitation kits for use by the Advanced Gifts representative or representatives from your area are attached herewith, and their contents are largely self-explanatory. I will be glad to furnish individual assistance to the person or persons whom you name, should there be any further question. The deadline for submission of contributions from this special group is Tuesday, 28 September. Tabulation of this special solicitation should be made on the Keyman's Campaign Report, and forwarded to me with the actual pledges, checks or cash.

7. This part of the campaign would be greatly assisted by a personal endorsement of its principles by you, either verbally or in writing.

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[redacted]
Special Assistant to the
Deputy Director (Administration)

cc: [redacted] Employee Services Division/ PO [redacted]
SA-DD/A:JAC:mrp (22 September 1954)

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